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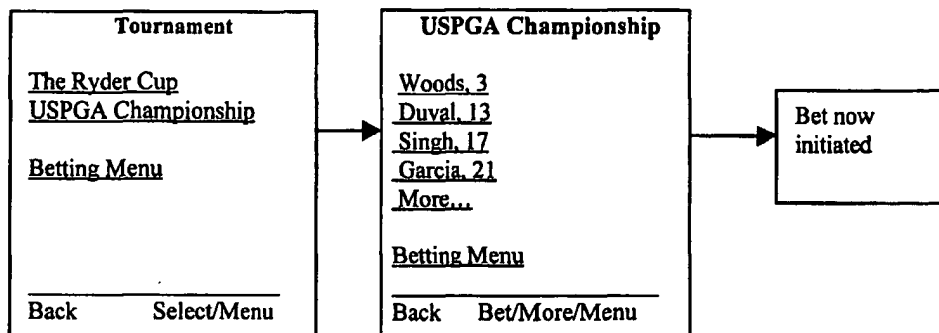
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(54) Title: A METHOD OF ENABLING A WIRELESS INFORMATION DEVICE TO ACCESS BETTING RELATED SERVICES

Bets on the winner of a tournament:



(57) Abstract: A wireless information device can access betting related services by: (a) receiving and displaying the best odds on an event as automatically selected from odds offered by two or more bookmakers; (b) displaying an option to initiate placing a bet at the best odds; and (c) sending instructions to place the bet. This approach integrates an automated search function, that can identify the best available odds, with a mechanism to actually place a bet at the best odds. The automated search function avoids the need to display a long list of bookmakers names and related odds. This is the first step in simplifying the user interaction needed to place a bet. The second step is to integrate the display of the best odds with an option to initiate placing a bet. The option, if selected, sends instructions to place the bet. This form of integration avoids the need to navigate from an odds checking site to a bookmakers site, finding the relevant event on the bookmakers site and then placing a bet, which can be slow and awkward on a wireless information device.